

FIG. 1
(PRIOR ART)

0045506 421699

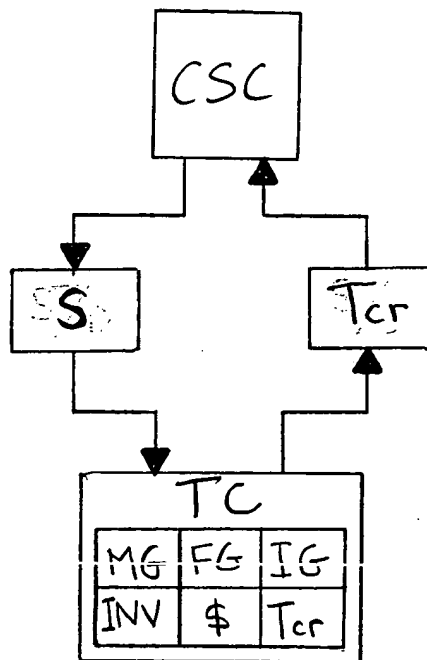


FIG. 2(a)

603427-9059760

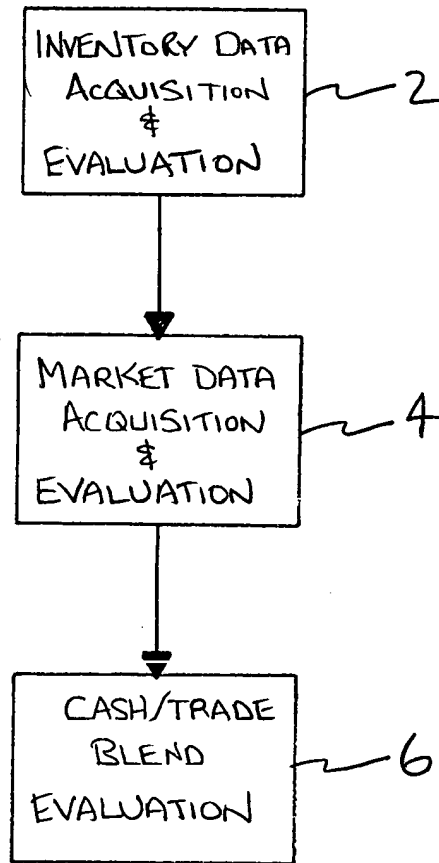


FIG. 3

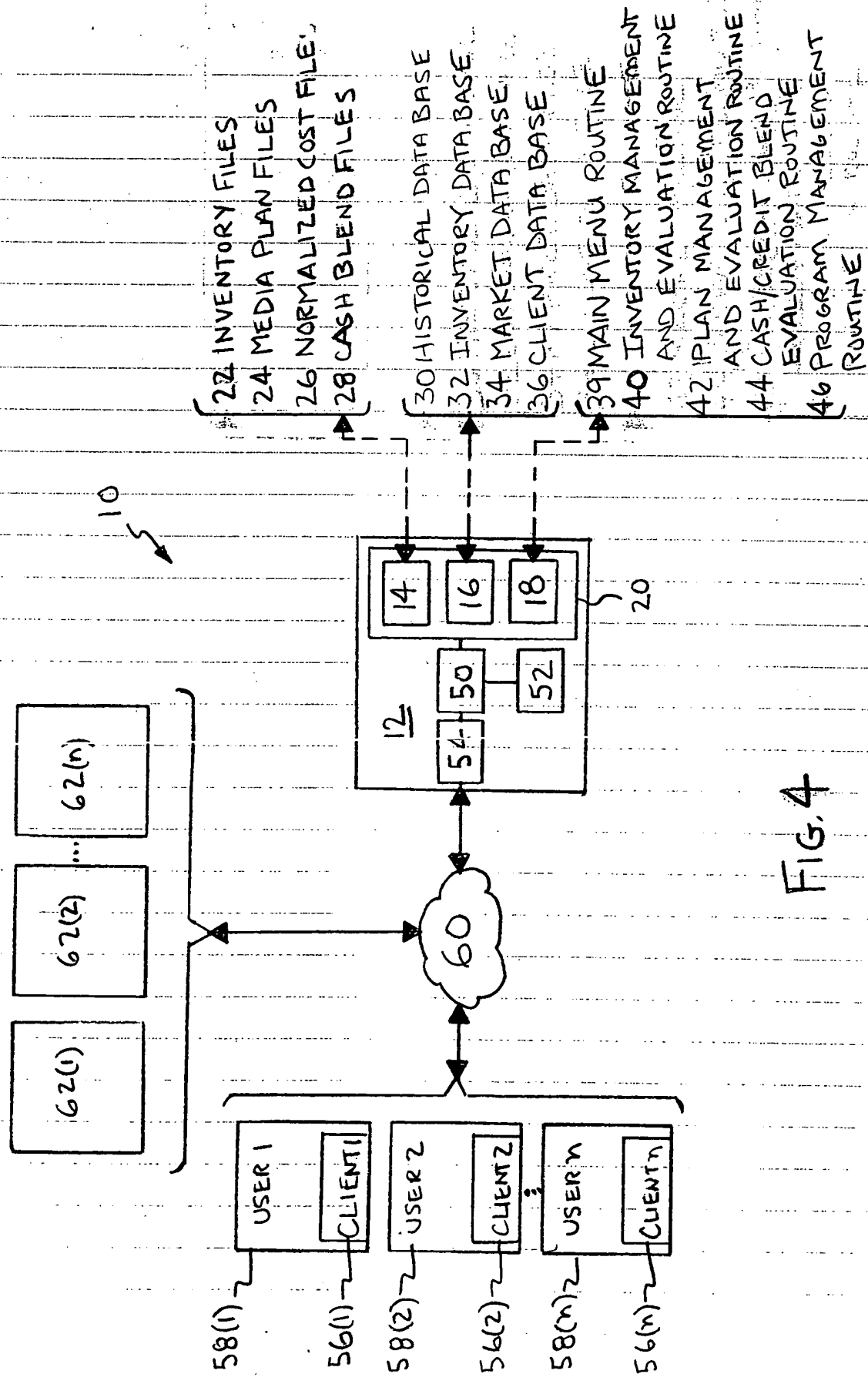


FIG. 4

Docile Kids

FIG. 5

<u>Evaluation of a Detailed Media Plan</u>				
<u>Media Category</u> Media	Allocation (\$) (x 10 ³)	Rate-Card Discount (%)	Actual Plan Cost Basis (%)	Actual Media Cost (\$) (x 10 ³)
<u>National TV</u>				
Natch-1	\$1,500	5%	81.7%	\$1,225
<u>National Cable TV</u>				
Natcab-2	1,000	10	80.6	806
<u>Local Cable TV</u>				
Locab-1	800	10	66.3	531
Locab-2	800	10	61.1	489
<u>Outdoor/Out-of-Home</u>				
Commuter Rails	300	15	63.5	191
Transit Shelters	300	15	66.5	199
<u>National Publications</u>				
Natpubs-2	250	5	81.1	202
<u>Internet</u>				
Insite-1	50	15	61.2	31
Total	\$5,000		73.5%	\$3,674

FIG. 6

<u>Evaluation of a General Media Plan</u>				
Media Category	Allocation (\$) (x 10 ³)	Rate-Card Discount (%)	Est. Plan Cost Basis (%)	Est. Media Cost (\$) (x 10 ³)
National TV	\$1,500	5%	84.2%	\$1,263
National Cable TV	1,000	10	83.3	833
Local Cable TV	1,600	10	65.0	1,040
Outdoor/Out-of-Home	600	15	64.7	388
National Publications	250	5	78.9	197
Internet	50	15	58.8	29
Total	\$5,000		75.0%	\$3,750

FIG. 7

Cash-Credit Ratio (\$/Tcr)	Normalized Cash-Credit Ratio (\$/Tcr)	Normalized Total Cost (\$)	Actual Cost per Trade Credit (\$) @ a Total Plan Cost Basis of:		
			... 74.9 %	75.0 %	75.1 % ...
1/99	.01/1	1.01	.746	.748	.749
10/90	.11/1	1.11	.721	.723	.724
20/80	.25/1	1.25	.686	.688	.689
40/60	.67/1	1.67	.581	.583	.584
50/50	1/1	2.00	.498	.500	.502
60/40	1.50/1	2.50	.373	.375	.378
66/33	2/1	3.00	.247	.250	.253

Fig. 8

Agreed-To Valuation \$(x10 ⁶)	Desired Valuation \$(x10 ⁶)	Total Plan Cost Basis (%)	Desired Plan Cost Basis (%)	Cash-Credit Ratio (\$/Tcr)	Investment Value Range Low — High \$(x10 ⁶)	Increment Value \$(x10 ⁶)
\$100	\$37.5	75%	37.5%	60/40	\$2.00 - \$4.00	\$.25

FIG. 9(a)

Investment Value (\$) (x10 ⁶)	Cash Value (\$) (x10 ⁶)	Trade-Credit Value (Tcr) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)
\$4.00	\$16	10.67 Tcr	\$26.67
3.75	15	10.00	25.00
3.50	14	9.33	23.33
3.25	13	8.67	21.67
3.00	12	8.00	20.00
2.75	11	7.33	18.33
2.50	10	6.67	16.67
2.25	9	6.00	15.00
2.00	8	5.33	13.33

FIG. 9(b)

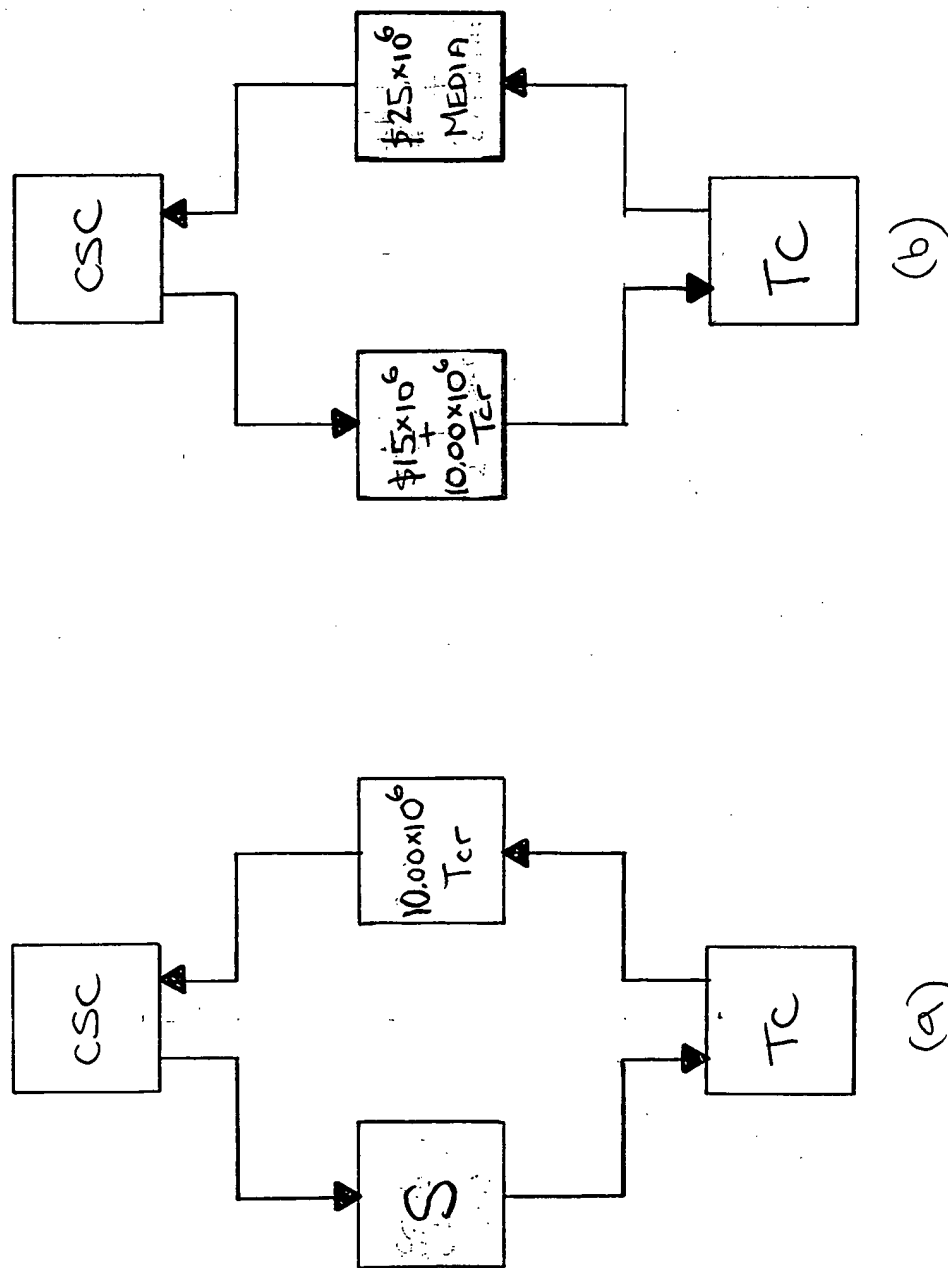


FIG. 10

		Trade-Credit Values (Tcr)											
		9.0 x10 ⁶ Tcr				10.0 x10 ⁶ Tcr				11.0 x10 ⁶ Tcr			
Cash-credit Ratio (\$/Tcr)	Actual Cost per Tcr @ 75.0% Total Plan Cost Basis (\$)	Actual Total Cost @ 75.0% Total Plan Cost Basis (\$) (x10 ⁶)				Actual Total Cost @ 75.0% Total Plan Cost Basis (\$) (x10 ⁶)				Actual Total Cost @ 75.0% Total Plan Cost Basis (\$) (x10 ⁶)			
		Cash (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Plan Cost Basis (\$) (x10 ⁶)	Cash (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Plan Cost Basis (\$) (x10 ⁶)	Cash (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Plan Cost Basis (\$) (x10 ⁶)
40/60	.583	\$6.0	\$15.0	\$15.0	\$5.250	\$6.7	\$16.7	\$16.7	\$5.825	\$7.37	\$18.37	\$18.37	\$6.408
50/50	.500	9.0	18.0	18.0	4.500	10.0	20.0	20.0	5.000	11.00	22.00	22.00	5.500
60/40	.375	13.5	22.5	22.5	3.375	15.0	25.0	25.0	3.750	16.50	27.50	27.50	4.125
66/33	.250	18.0	27.0	27.0	2.250	20.0	30.0	30.0	2.500	22.00	33.00	33.00	2.750

Fig. 11

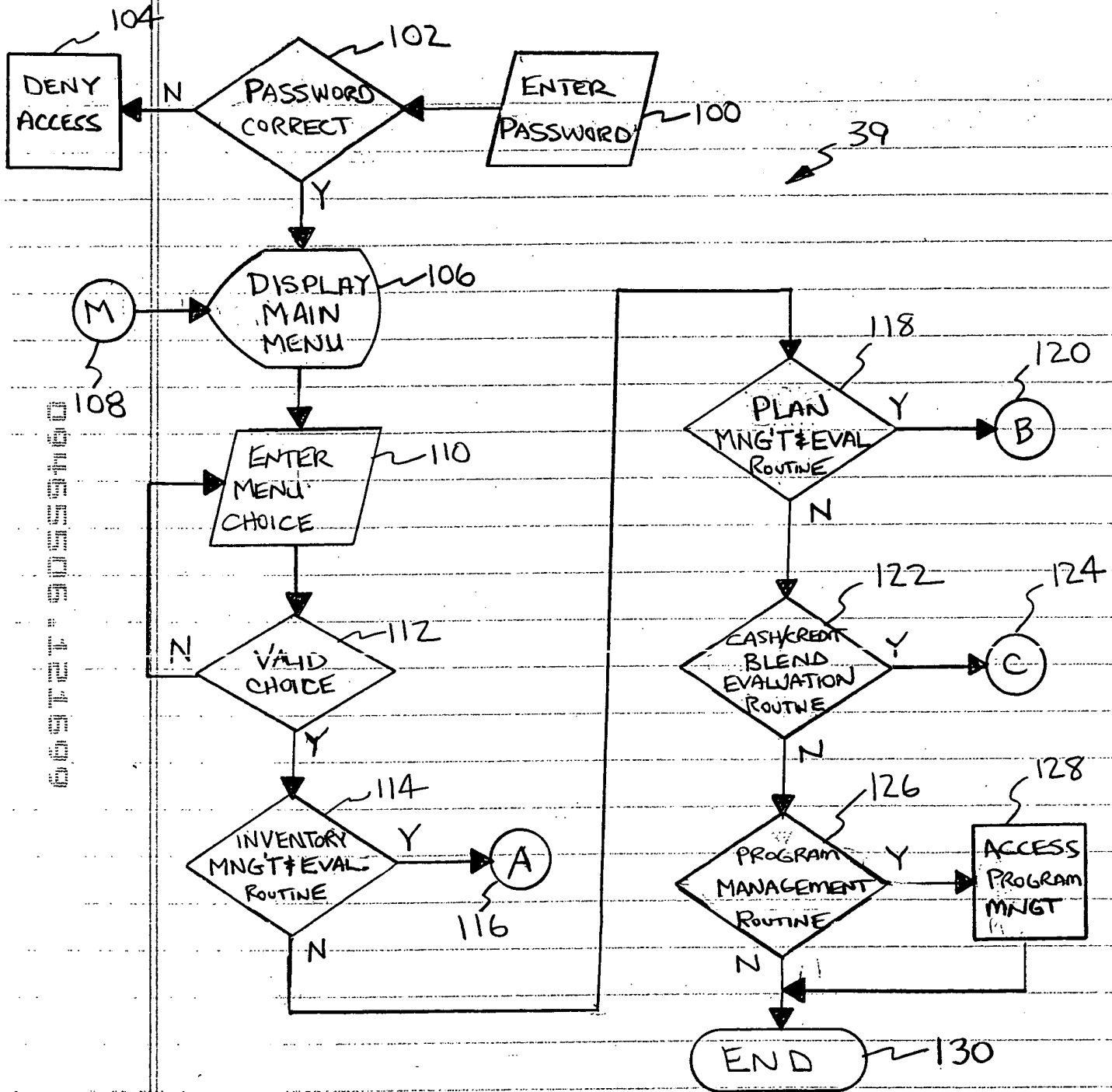


Fig 12

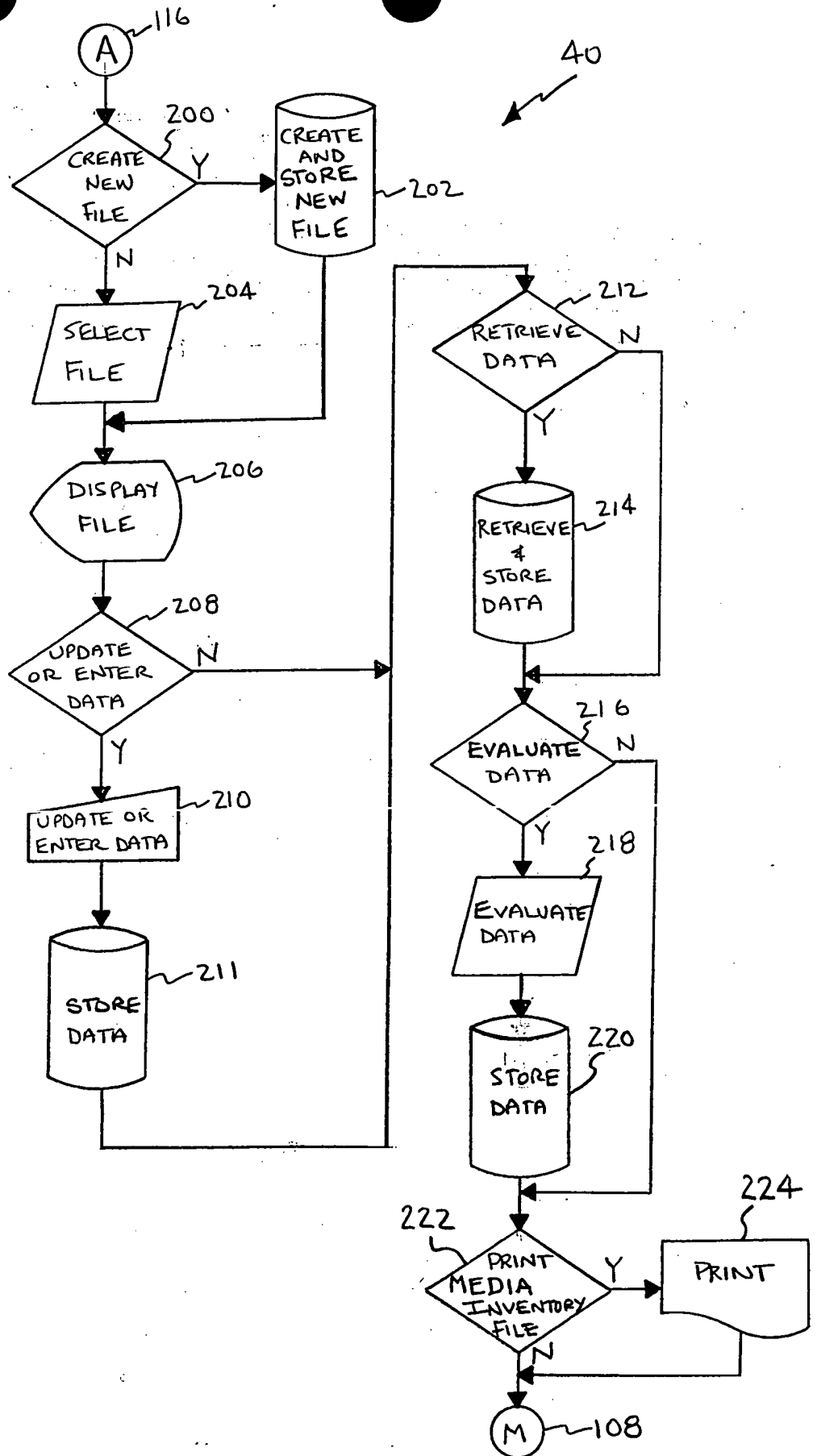


Fig 13

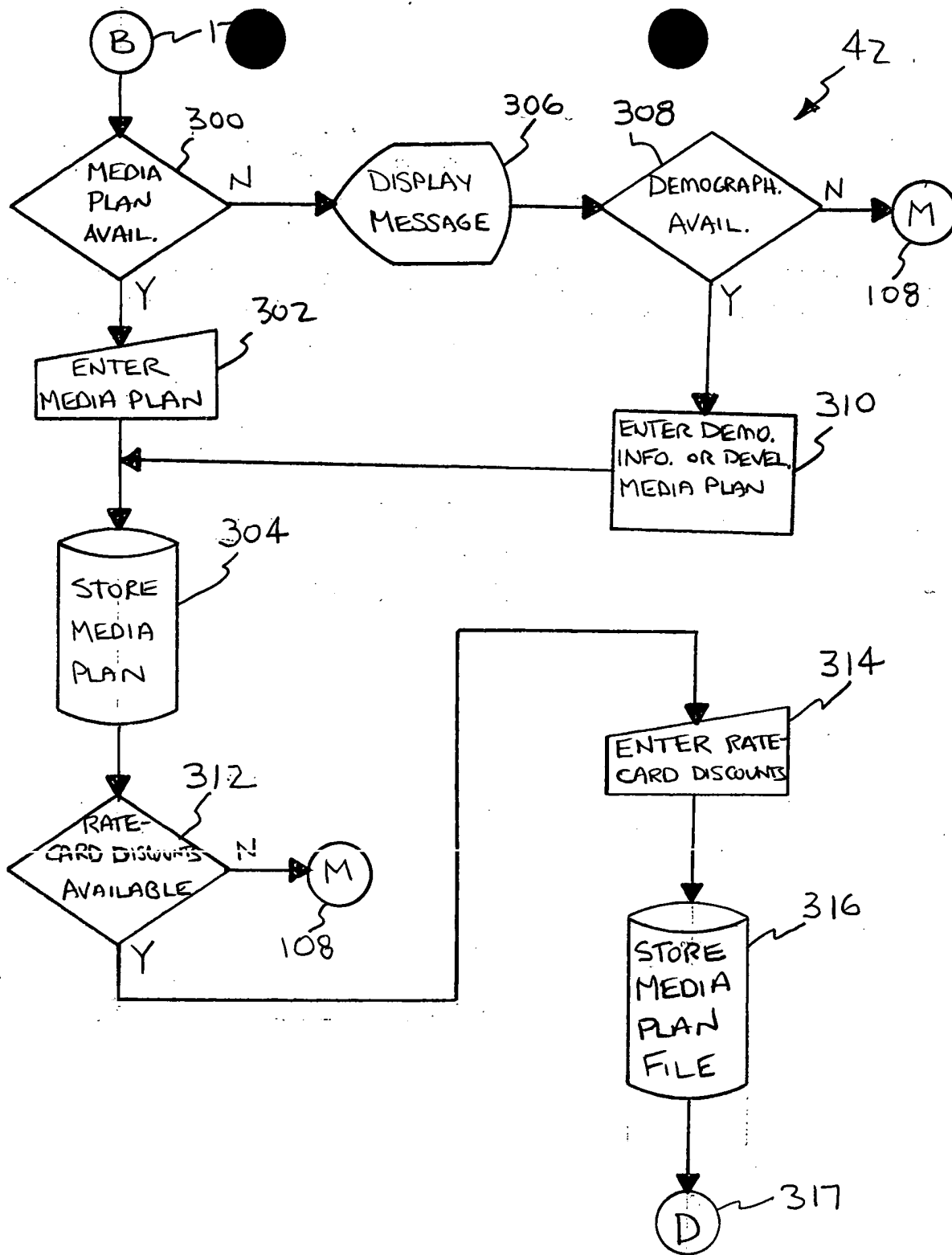


FIG 14

Year	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100
1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	

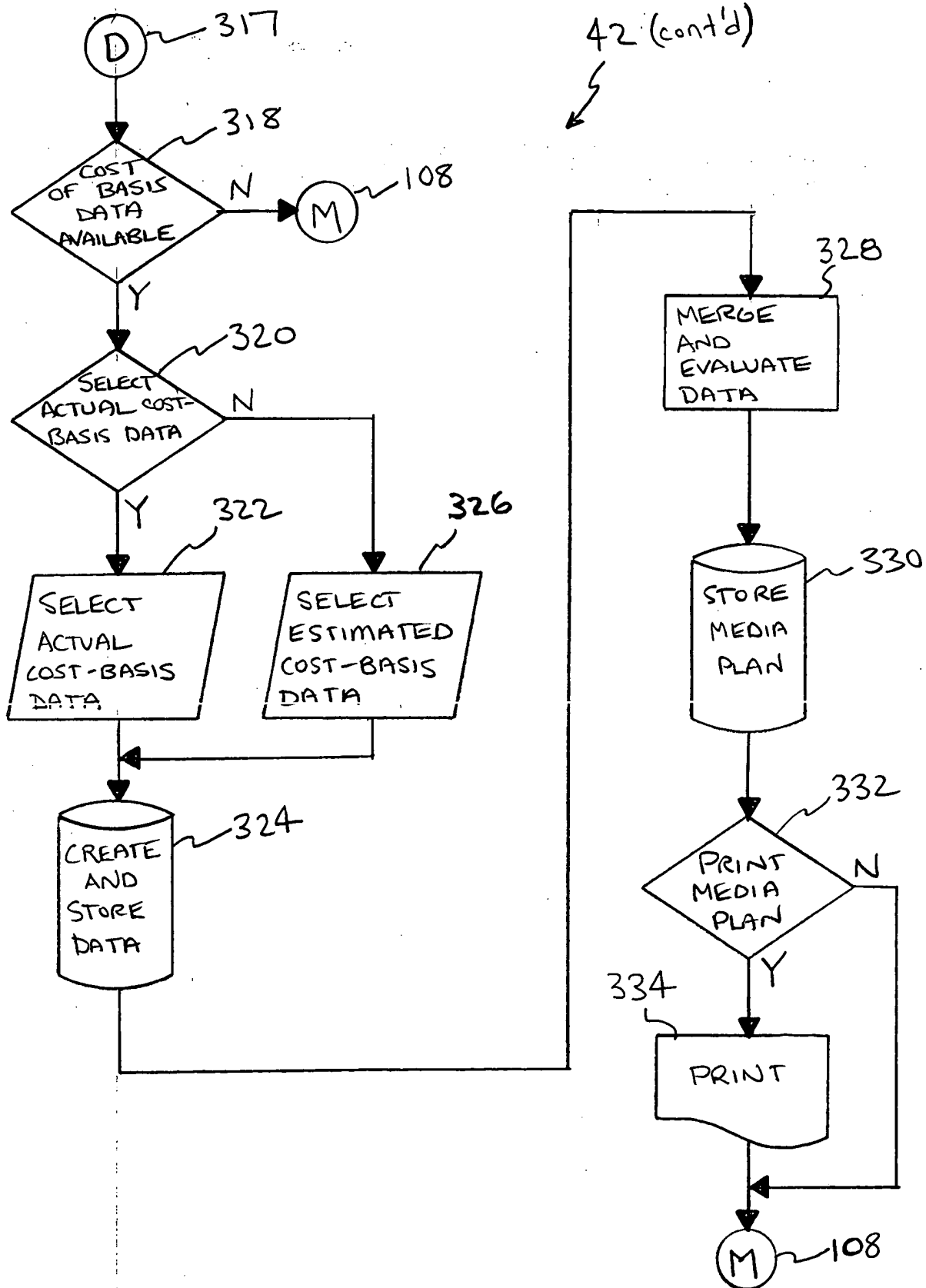


FIG. 15

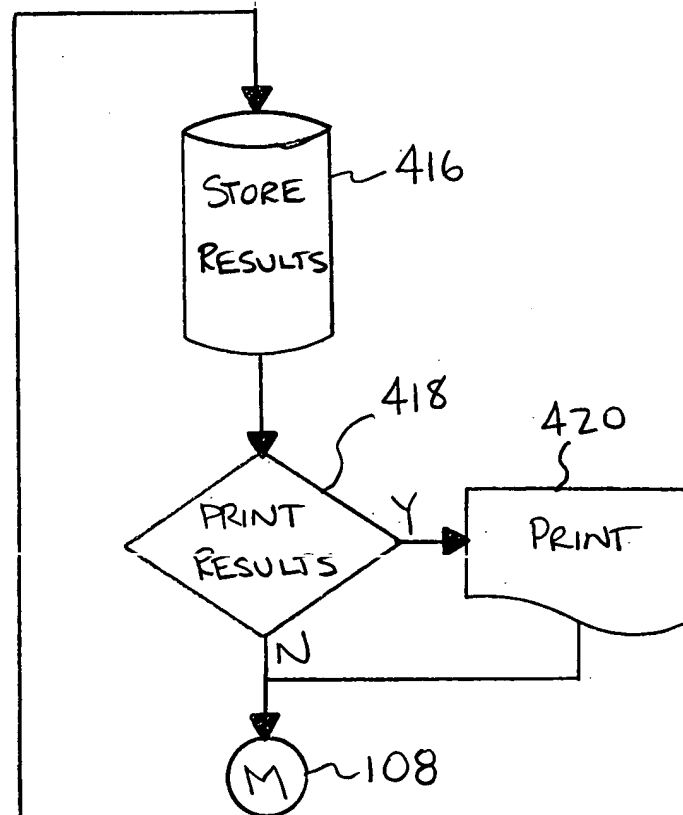
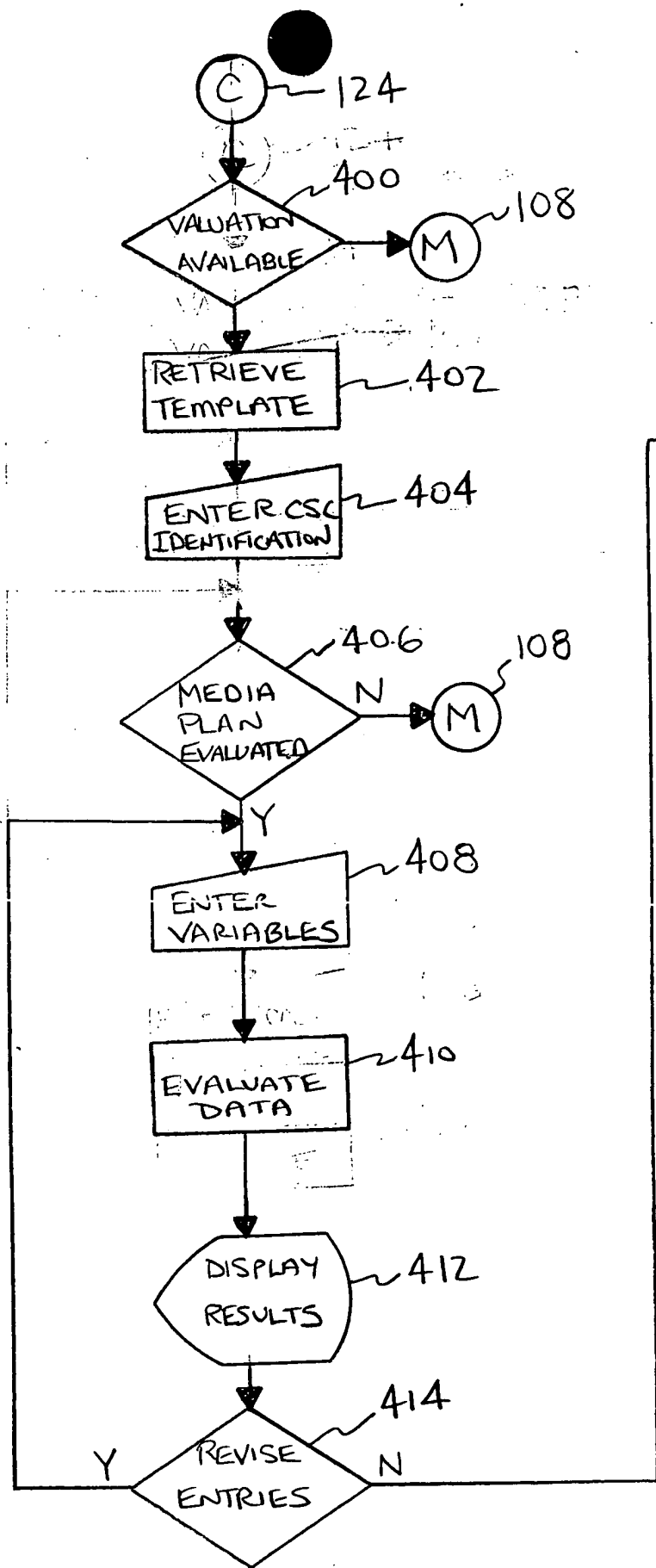


FIG. 16